CPRA COMMUNICATION & PUBLIC RELATIONS AUSTRALIA

CODE OF ETHICS

2026

Overview

The CPRA Code of Ethics provides a clear standard for the professional conduct of public relations and communication professionals in Australia. It outlines the responsibilities CPRA members hold to their clients, organisations, colleagues, and the broader public. As public communicators, our role carries influence and consequence, and with it, an obligation to act with honesty, respect, and integrity.

This Code is grounded in the principles of ethical communication and aligned with international best practice, including the Global Alliance "Global Principles of Ethical Practice" (2018).

By becoming a CPRA member, individuals and organisations affirm their commitment to this Code.

Our Five Core Principles

1. INTEGRITY AND TRANSPARENCY

Members must act truthfully and openly. Communications must be based on facts, not deception. Members must:

- Avoid misleading claims.
- Declare conflicts of interest.
- Be clear about who they represent and why.

2. RESPECT FOR PEOPLE AND PRIVACY

Members must treat everyone with dignity. This includes:

- Safeguarding personal and confidential information.
- Respecting cultural values and individual rights.
- Avoiding harm to reputations without cause.

3. PROFESSIONALISM AND COMPETENCE

Members must uphold high standards of behaviour and continually build their skills. They are expected to:

- Adhere to laws and professional standards.
- Seek continuous professional learning.
- Share knowledge with peers and uphold the profession.

4. SOCIAL RESPONSIBILITY

Members have a duty to contribute positively to society. This includes:

- Promoting inclusive and respectful discourse.
- Supporting democratic values and human rights.
- Using professional skills for the public good.

5. TRUTH AND EVIDENCE

Members must ensure the accuracy of information.

- Avoiding the spread of false or misleading claims.
- Fact-checking before sharing content.
- Transparently disclosing the use of AI or other automated tools in communication and decision making to clients.

Member Commitments

As a CPRA member, I pledge to:

- Represent clients, organisations, and the profession honestly and fairly.
- Not promote or distribute false, deceptive, or incomplete information.
- Avoid representing conflicting interests without transparency and consent.
- Disclose any use of artificial intelligence or automation in the creation or distribution of content.
- Act with care and discretion when handling confidential or sensitive material.

- Avoid undermining the work or reputation of fellow members.
- Refrain from offering guarantees of media coverage or outcomes.
- Support equal opportunity, inclusion, and cultural respect in professional environments.
- Report serious ethical breaches in a timely and responsible manner.
- Members must use CPRA professional designations (LFCPRA, FCPRA, MCPRA, ACPRA) accurately and only as authorised by the Association.

Accountability

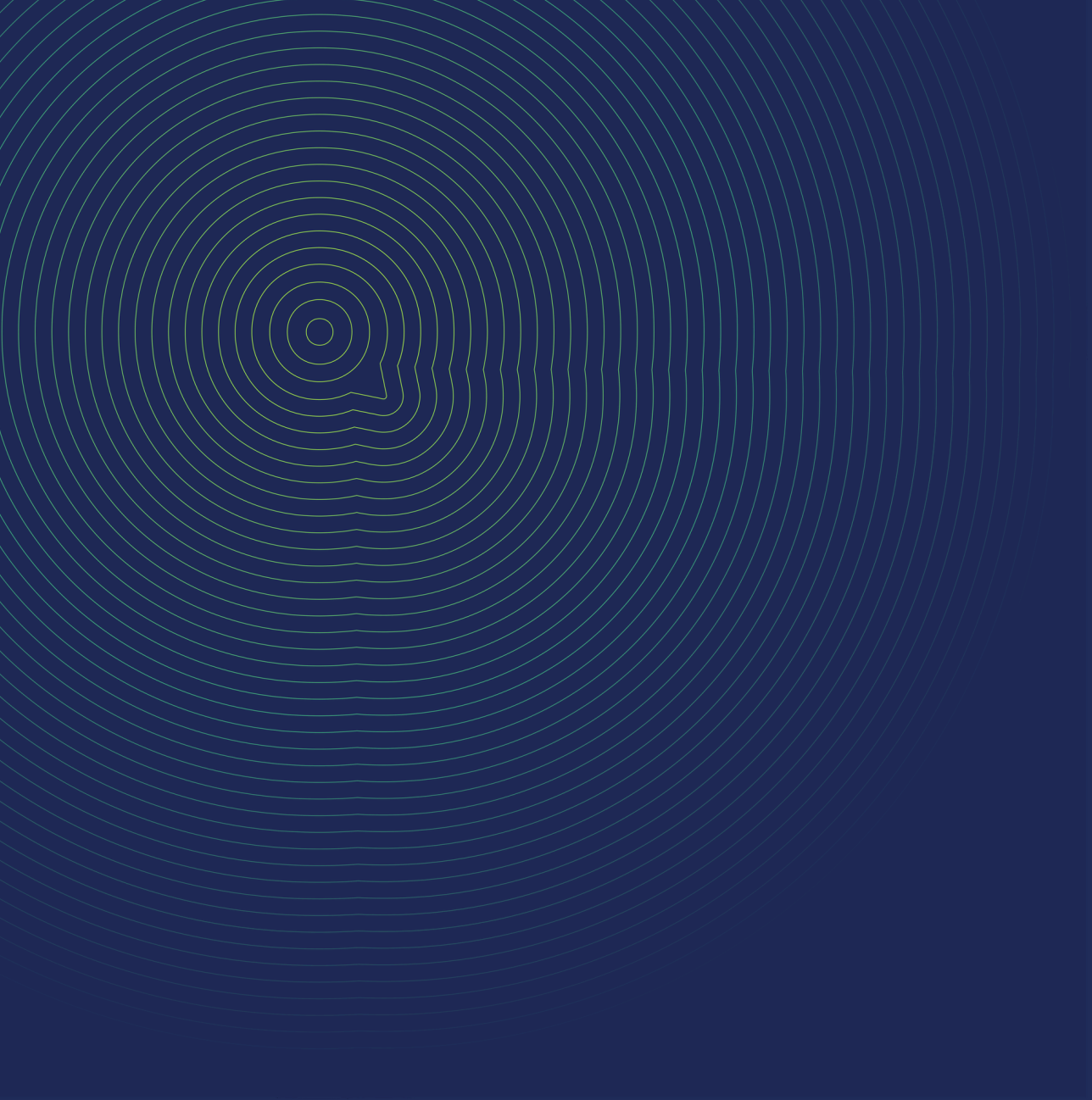
This Code applies to all CPRA members across individual, agency, corporate, not-for-profit, academic, and government categories.

A separate **Complaints and Investigations Standard** outlines the formal process to address serious breaches of this Code and the process by which all complaints are investigated. CPRA members are expected to cooperate fully and fairly in any review process. A copy of the standard is available to all members upon request and can be found on our website.

Ethical communication builds trust with the public, within organisations, and across the profession. By committing to this Code, CPRA members demonstrate leadership, responsibility, and a shared belief in the power of honest and respectful communication.

CONTACT US

If you have any questions about the CPRA Code of Ethics, or the Complaints and Investigations Standard that accompany the Code, please contact the CPRA Office on **02 9331 3346** or at **info@cpra.org.au**.



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